

Rep Order# 8853844 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37088

Printed: 10/05/2012 11:08 AM  
Last Received: 10/05/2012 10:58 AM  
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS  
Advertiser ( ) DCCC-DEM CNGRS CMPG  
Product ISSUE  
Estimate# 1576  
Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1576  
Flight Dates 09/25/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$53,700  
PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	500A-600A	8 NEWS NOW AT 5A	:30	\$800.00	09/25-10/01	2	1	2	\$1,600.00	
	*2	TU-F,M	600A-700A	8 NEWS NOW AT 6A Sales Remark: V3 . V3 Comment Changed, Spots/week Changed	:30	\$900.00	09/25-10/01	2	1	2	\$1,800.00	
	*3	TU-F,M	700A-900A	CBS THIS MORNING Sales Remark: V3 . V3 Comment Changed, Spots/week Changed	:30	\$800.00	09/25-10/01	2	1	2	\$1,600.00	
	*4	SA	500A-700A	CBS THIS MORNING SATURDAY Sales Remark: V3 . V3 Comment Changed, Spots/week Changed	:30	\$450.00	09/29-09/29	0	0	0	\$0.00	
	*5	SU	600A-630A	8 NEWS NOW SUNDAY MORNING- #1 Sales Remark: V3 . V3 Comment Changed, Spots/week Changed	:30	\$400.00	09/30-09/30	0	0	0	\$0.00	
	6	TU-F,M	900A-1000A	LIVE! WITH KELLY	:30	\$750.00	09/25-10/01	3	1	3	\$2,250.00	

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	*7	TU-F,M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$750.00	09/25-10/01	3	1	3	\$2,250.00	
		Sales Remark: V3 . V3 Comment Changed, Spots/week Changed										
	8	TU-F,M	300P-400P	ELLEN	:30	\$900.00	09/25-10/01	1	1	1	\$900.00	
	*9	SA	530P-600P	POLITICS NOW	:30	\$1,000.00	09/29-09/29	1	1	1	\$1,000.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	10	SU	530P-600P	INSIDE EDITION	:30	\$550.00	09/30-09/30	1	1	1	\$550.00	
	11	TU-F,M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,100.00	09/25-10/01	4	1	4	\$4,400.00	
	12	TU-F,M	500P-630P	8 NEWS NOW ROTATION	:30	\$1,300.00	09/25-10/01	4	1	4	\$5,200.00	
	13	SA	500P-530P	8 NEWS NOW AT 5PM-SAT	:30	\$700.00	09/29-09/29	1	1	1	\$700.00	
	*14	SA	630P-700P	8 NEWS NOW AT 630PM-SAT	:30	\$700.00	09/29-09/29	0	0	0	\$0.00	
		Sales Remark: V3 . V3 Comment Changed, Spots/week Changed										
	*15	SU	630P-700P	8 NEWS NOW AT 630PM-SUN	:30	\$1,200.00	09/30-09/30	0	0	0	\$0.00	
		Sales Remark: V3 . V3 Comment Changed, Spots/week Changed										
	16	TU-F,M	630P-700P	INSIDE EDITION	:30	\$1,200.00	09/25-10/01	2	1	2	\$2,400.00	
	17	TU-F,M	700P-800P	ET/INSIDER	:30	\$1,200.00	09/25-10/01	3	1	3	\$3,600.00	
	18	SA	700P-800P	ET WEEKEND	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	

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	*19	SU	1000P-1100P	THE MENTALIST	:30	\$8,500.00	09/30-09/30	1	1	1	\$8,500.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*20	M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$1,900.00	10/01-10/01	1	1	1	\$1,900.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	21	SA-SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$900.00	09/29-09/30	2	1	2	\$1,800.00	
	*22	M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$750.00	10/01-10/01	1	1	1	\$750.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*23	F	800P-900P CSI NY		:30	\$7,500.00	09/28-09/28	1	1	1	\$7,500.00	
				Sales Remark: V3 .								
				V3 Added								
	*24	SA	930A-70CP NCAA FOOTBALL		:30	\$1,125.00	09/29-09/29	4	1	4	\$4,500.00	
				Sales Remark: V3 .								
				V3 Added								

—REPORT TOTALS—

Report Totals: 40 / \$53,700.00

—SALES MONTHLY TOTALS—

Sep 12: 33 / \$45,950.00

Oct 12: 7 / \$7,750.00

Sales Totals: 40 / \$53,700.00

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Station Totals: 40 / \$53,700.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

**—COMPETITIVE—**

Market Totals	\$179,000	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+